

Manager, Direct Marketing

Job Posting

THE OPPORTUNITY:

Behind every powerful appeal is someone who knows how to connect hearts and data—someone who can turn insight into inspiration and strategy into generosity. At London Health Sciences Foundation (LHSF), we're searching for that person: a bold, curious and data-driven Manager, Direct Marketing ready to reimagine how donors engage with healthcare philanthropy through Direct Marketing.

We're looking for a thoughtful and results-driven marketing professional to lead our comprehensive Direct Marketing program. In this role, you'll oversee direct mail, tele-fundraising and digital fundraising campaigns that engage donors at every level—retaining loyal supporters, reactivating lapsed donors and welcoming new ones into our community of care.

You'll play a key role in modernizing LHSF's direct response efforts—integrating traditional mail with email, online giving, digital advertising and marketing automation to deliver a more personalized, data-informed donor experience. Working closely with our agency partners and internal teams, you'll design and implement high-performing campaigns that deepen relationships and inspire giving from donors with the capacity of \$10,000 or less.

You're the kind of person who thrives on both creativity and analytics—someone who gets excited about testing new ideas, tracking performance metrics and finding smarter, more innovative ways to connect with donors. You bring a strategic mindset, an eye for detail and a passion for continuous improvement to everything you do.

IDEAL CANDIDATE PROFILE

Skills / Experience / Qualifications:

- Post-secondary education - university degree or college diploma in a related field, or equivalent combination of education and experience.
 - Additional coursework or certification in fundraising from a recognized program is considered an asset.
- 5–8 years of progressive fundraising experience, including leadership in developing and executing direct mail, digital, and tele-fundraising campaigns, as well as donor segmentation and data-driven strategies.
- Proven proficiency in integrated and digital fundraising, with hands-on experience using CRM systems, marketing automation tools, social media platforms (both organic and paid) and performance analytics.
- Advanced proficiency in Raiser's Edge NXT and Microsoft Office Suite (Word, Excel, PowerPoint).

- Exceptionally organized, detail-oriented and capable of managing multiple priorities and deadlines with accuracy and professionalism.
- A proactive self-starter who demonstrates sound judgment, problem-solving ability, and initiative while working independently or collaboratively.
- Outstanding verbal and written communication skills; articulate, confident, and can build positive relationships with internal stakeholders, donors and the public.
- Demonstrated ability to contribute effectively within a team environment to achieve shared fundraising goals.
- Maintains the highest level of discretion and professionalism in handling sensitive and confidential information.

Functions/Duties: *(not in priority order or percentage of time)*

Program Strategy & Leadership

- Lead the strategic planning, implementation, and evaluation of the Direct Marketing portfolio, including direct mail, tele-fundraising and digital marketing.
- Serve as the key liaison between LHSF and the organization's direct marketing agency, to drive innovation, digital integration and strong performance across all campaigns.
- Ensure alignment between direct response strategies and LHSF's overall fundraising priorities, reinforcing the Foundation's role in supporting world-class patient care.

Modernization & Digital Transformation

- Champion the modernization of LHSF's direct marketing program — integrating digital channels, automation, personalization and data analytics to evolve beyond traditional mail.
- Identify and test new tools, technologies and approaches to enhance donor engagement and campaign ROI.
- Partner with direct response agency to lead the transformation of donor journeys through omnichannel campaigns that connect online and offline giving.

Campaign Development & Execution

- Oversee the end-to-end development and execution of campaigns, from creative direction and segmentation through to production, reporting and optimization.
- Ensure campaigns are delivered on time, on budget and to a high standard of quality and donor experience.

Data & Insights

- Leverage data analytics, segmentation, and predictive modelling to identify growth opportunities, guide decision-making and measure performance.
- Ensure accurate and timely data entry, coding and reporting within Raiser's Edge and related platforms.
- Track and analyze KPIs and campaign results, reporting regularly on insights and recommendations for improvement.

Donor Stewardship & Experience

- Ensure meaningful, consistent, and personalized stewardship of annual donors.
- Support an integrated donor experience across mail, digital, and social touchpoints to foster stronger donor relationships.

Planning, Budgeting & Reporting

- Develop annual business plans and budgets for the Direct Marketing portfolio.
- Monitor expenses and revenue projections to ensure cost-effective and sustainable growth.
- Provide regular progress reports to the EVP, including campaign results, vendor performance, and strategic recommendations.

Collaboration & Leadership

- Work collaboratively across LHSF teams to ensure coordination with major gifts, events, and communications strategies.
- Lead knowledge sharing and training related to direct response best practices and emerging trends.
- Stay informed on sector innovations and apply insights to strengthen LHSF's annual giving strategy.

Other Responsibilities:

- Works as a team player promoting a positive and professional work environment and conducts role with integrity and respect.
- Act as an Ambassador throughout the Community, positively representing the Foundation and Hospital.
- Abides by the policies and procedures of the LHSF and LHSC.
- Abide by the *Occupational Health and Safety Act*, and work in a manner that is safe, reporting incidents immediately to direct supervisor.
- Other duties as assigned, from time to time, to meet the overall goals and objectives of the London Health Sciences Foundation.
- Operate within culture and core values of the organization.

To apply for this position please submit a resume and cover letter detailing your experience to Nancy Foran, Executive Assistant, nancy.foran@lhsc.on.ca. **Please note only those who submit both a resume and cover letter will be considered for this role.**

DEADLINE TO APPLY: 5:00 pm on Friday, November 28, 2025.

ABOUT LONDON HEALTH SCIENCES FOUNDATION (LHSF)

As the charitable arm of London Health Sciences Centre (LHSC), we at London Health Sciences Foundation (LHSF) strive to enhance the standard of care for patients at our hospital. With your generosity, we

support the development of critical initiatives such as ground-breaking research, state-of-the-art equipment, specialized care with personalized treatment options and the education of our next generation of clinicians.

It is through the hope and kindness of our donors that the health and lives of patients at LHSC are impacted, today and tomorrow. We are committed to honouring your compassion with acts of gratitude, stewarding with respect and reporting with honesty, transparency and accountability.

On behalf of LHSC, the communities it serves, and the individuals whose lives are impacted by its work, we:

- **Nurture** kindness and empathy with initiatives that help those in need, today and tomorrow.
- **Champion** gratefulness with legacy choices and commitments that can transform lives.
- **Inspire** optimism with meaningful relationships and creative partnerships.
- **Serve** as trusted stewards committed to responsible, respectful cultivation and engagement of our donor community through accountability, reporting, acts of gratitude and milestone celebrations.

Our Beliefs

You are the difference.

Your hope creates possibilities. Your compassion generates strength. Your commitment builds resilience. Because you believe, others thrive.

Making a difference for another person is both noble and joy filled.

It matters deeply.

We honour your kindness and empathy...

With initiatives to help those in need, today and tomorrow.

We fulfill your gratefulness...

With legacy choices and commitments that can transform lives.

We celebrate your optimism...

With meaningful relationships and creative partnerships that prove there are no boundaries to what can happen next.

But it's you – your heart and spirit – who creates the dignity, the support and the love that enriches the lives of your family, your friends, your neighbours and your community.

You choose to care.

We're here to serve that choice and the powerful difference it will make.